



## **For Immediate Release**

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## **Children's Discovery Museum of San Jose Receives Top Honors**

### ***Museum Achieves Highest Level of Transparency with GuideStar and Receives Two Bay Area Parent Best of the Best Awards***

San Jose, CA – August 23, 2016 – [Children's Discovery Museum of San Jose](#) recently received three prestigious awards for its transparency and popularity: the [Platinum GuideStar Nonprofit Profile Seal of Transparency](#) and two “**Best of the Best**” awards from [Bay Area Parent](#) magazine. At GuideStar's Platinum level, the museum joins the highest level of transparency and recognition offered by the world's largest source of nonprofit information. [Children's Discovery Museum](#) is helping donors move beyond simplistic nonprofit evaluation like overhead ratios by sharing metrics that highlight the museum's mission of inspiring creativity, curiosity and lifelong learning,

This inspiration just won the museum two [Bay Area Parent](#) “**Best of the Best**” gold awards, the 2016 “[Best Museum](#)” and the “[Best Indoor Playspace](#)” in Silicon Valley. Chosen by the readers of this venerable family publication, these awards demonstrate the museum's commitment to and popularity with children and families.

“As a community-based organization, being transparent about our work and our finances is paramount,” said Marilee Jennings, executive director of [Children's Discovery Museum of San Jose](#). “It's gratifying to be recognized for this longstanding value and to receive such accolades from [Bay Area Parent](#) and their thousands of readers.”

To reach GuideStar's Platinum level, the museum added extensive content to its [Nonprofit Profile on GuideStar](#) including basic institutional information and in-depth financial, qualitative and quantitative data about the museum's goals, strategies, and progress. By taking this step, [Children's Discovery Museum](#) is demonstrating its commitment to transparency and to giving current and potential donors meaningful data to evaluate its work and value to the community.

### **About Children's Discovery Museum of San Jose**

With over 150 interactive exhibits and programs, [Children's Discovery Museum of San Jose](#) is one of the largest museums of its kind in the nation. Since opening its doors in 1990, CDM has welcomed over 7 million visitors and has offered new exhibits each year that respond to children's diverse educational needs. The striking 52,000 square foot purple building was designed by Mexico City-based architect Ricardo Legorreta and is a beacon of discovery. Encompassing the broad themes of community, connections and creativity, hands-on exhibits invite self-directed, open-ended explorations. For more information about the Museum, visit [www.cdm.org](http://www.cdm.org).

### **About GuideStar Nonprofit Profiles**

The [GuideStar database](#) contains a profile for every tax-exempt nonprofit registered with the IRS. GuideStar encourages every nonprofit to claim and update its profile at no cost to the organization. Updating allows nonprofits to share a wealth of up-to-date information with the more than 7 million people who visit GuideStar to learn more about nonprofit organizations each year. Updating also allows nonprofits to share information with the more than 180 philanthropic websites and applications that are powered by GuideStar data. To reach a given participation level, organizations need to complete [all required fields](#) for that participation level. The GuideStar participation levels, acknowledged as symbols of transparency in the nonprofit sector, are displayed on all updated participants' profiles in the [GuideStar database](#).

### **About Bay Area Parent**

Bay Area Parent brings a modern unbiased view to today's families – be it information about education and enrichment, family health and development, gifts, birthday parties and destinations. Via print, digital, social media and face-to face-interactions, we touch the lives of countless families each month by providing powerful, refereed content that makes parenting easier, more fun and meaningful. We strive to foster a strong sense of community and support local businesses. We deliver high-quality products that are not only useful in managing parents' day-to-day lives, but that also encourage them to interact with our customers. Long established as the most trusted resource for news, trends, tips, ideas, products and services, Bay Area Parent helps families navigate through the many changes life brings.